

Message Text

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PAGE 01 SOFIA 01144 061121Z

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ACTION EUR-12

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R 060958Z JUN 75
FM AMEMBASSY SOFIA
TO USDOC WASHDC
INFO SECSTATE WASHDC 9697
USIA WASHDC
AMEMBASSY VIENNA

LIMITED OFFICIAL USE SOFIA 1144

E.O. 11652: NA

TAGS: ETRD, BEXP, BU

SUBJECT: COMMERCE MANAGER FOR PLOVDIV PAVILION

VIENNA FOR EWTC

1. I WOULD LIKE TO UNDERLINE IMPORTANCE OF HAVING EXPERIENCED
COMMERCE MANAGER FOR PLOVDIV PAVILION, SOMEONE WHO IS FAMILIAR
WITH THAT RATHER COMPLICATED OPERATION, FOR THE FOLLOWING
REASONS WHICH ARE DIFFERENT FROM THOSE PREVAILING LAST YEAR:

A. DCM BATJER, WHO WAS ABLE LAST YEAR TO SMOOTH OVER
POTENTIAL DIFFICULTIES BEFORE THEY OCCURRED, WILL LEAVE POST
IN AUGUST PRIOR TO OPENING OF FAIR AND WILL BE WINDING UP
HER AFFAIRS AND BRIEFING NEW DCM DURING PERIOD OF PREPARA-
TION OF EXHIBIT;

B. WE WILL HAVE US-BULGARIAN JOINT COUNCIL OF CHAMBERS
OF COMMERCE MEETING IN SOFIA IMMEDIATELY PRIOR TO THE FAIR
SEPT 1 AND 2, AND LARGE GROUP OF THOSE PROMINENT AMERICAN
BUSINESSMEN VISITING THE FAIR ON ITS FIRST DAY -- SEPT 3;

C. DIFFERENT FROM PREVIOUS AMERICAN PARTICIPA-
TION, WE HAVE GOOD REASONS TO BELIEVE THAT IN THIS
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PAGE 02 SOFIA 01144 061121Z

CASE BUYERS OF FOOD PROCESSING EQUIPMENT FROM OTHER

EE COUNTRIES WILL BE IN PLOVDIV PREPARED TO MAKE PURCHASES, SO THAT OUR PAVILION SHOULD NOT BE REGARDED AS EFFORT DIRECTED ONLY TO BULGARIAN MARKET.

2. WE STRONGLY URGE THAT VONTILLIUS OF EWTC BE NAMED TO OFFICIATE AGAIN AT OUR PAVILION. HIS QUALIFICATIONS MEET OUR NEEDS TO A "T".
HERZ

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NNN

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